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LEADING BUSINESSES CALL ON LOUISIANA LEGISLATURE TO PASS THE COASTAL MASTER PLAN

BATON ROUGE, LA Yesterday, the Louisiana Coastal Protection and Restoration Authority (CPRA) Board unanimously approved the 2017 Coastal Master Plan, the state's blueprint for coastal restoration and protection efforts. The plan, which is updated every five years with the best-available science, now moves to the state legislature for passage.

More than 40 Louisiana businesses, associations and chambers of commerce expressed their support for the Coastal Master Plan by adding their names to a [full-page ad](#) that will run today (April 20) in The Advocate and its affiliated papers. The ad underscores the message that Louisiana needs the master plan by showcasing the human and economic risks of continued coastal land loss as well as the job creation benefits of restoring the coast to protect people, wildlife and industries.

A [recent statewide poll](#) showed that an overwhelming 97 percent of voters say Louisiana's coastal areas and wetlands are important to them, and 88 percent of Louisiana voters want their legislator to vote for the Coastal Master Plan.

Today also marks the 7-year anniversary of the Gulf oil disaster, from which Louisiana is still recovering. As a result of the oil spill settlement, Louisiana has funding to make significant progress by implementing key master plan projects over the coming 15 years. The same poll also showed that 91 percent of Louisiana voters want funds dedicated to coastal restoration to not be spent on anything else.

The ad is paid for by Restore the Mississippi River Delta, a coalition of the [Lake Pontchartrain Basin Foundation](#), [Coalition to Restore Coastal Louisiana](#), [Environmental Defense Fund](#), [National Audubon Society](#) and the [National Wildlife Federation](#).

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